Appl. No. 09/830,790
Amdt. dated Dec. 7, 2005
Reply to Office Action of Sept. 9, 2005

32717-PCT-USA - 065855.0132
PATENT

Amendments to the Specification:

Please replace page 1, line 25, with the following amended line:

~~adverting~~ advertising activities in this month may increase prescription volume or market share

for

Please replace page 2, line 1, with the following amended line:

and each of them may have a different lag structure. Furthermore, the promotion lag

Please replace page 2, line 12, with the following amended line:

[[a]] vegetable compound data, see "An Exposition of the Box-Jenkins Transfer Function

Please replace the paragraph beginning at page 3, line 12, with the following amended paragraph:

In order to achieve these objectives as well as others that will become apparent with reference to the following specification, the present invention provides techniques for estimating the impact of one or more promotions on product performance for a product are disclosed. In a preferred embodiment, a method is presented which involves determining market events which may impact product performance. Statistical descriptions are generated for the product performance and promotion data. The ~~market events~~ product performance data is ~~are~~ examined to detect any data abnormalities ~~abnormal event~~ and, if abnormalities ~~abnormal events~~ are detected, ~~generating a description for~~ removing each detected abnormality ~~abnormal event~~. A relationship between each promotion and the product is then determined, and a promotion lag structure between the promotions and product performance is systematically detected. Functional

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forms are selected to account for ~~any~~ the impact, if any, of the determined market events which may impact product performance, and are evaluated to account, if necessary, for the determined market event. The relationship between the promotions and product performance is quantified by taking into account the selected functional forms.

Please replace page 4, line 26, with the following amended line:

account for other market inputs in the model. While [[as]] an exemplary embodiment of the

Please replace page 6, line 6, with the following amended line:

First, [[an]] a univariate auto-regressive model is fit to the promotion data "X"

Please replace the paragraph beginning at page 8, line 17, with the following amended paragraph:

In step 270, the multiplicative or additive models specified in step 230 are fit to begin to quantify the relationship between prescription variables and promotion variables, and other market events and market inputs.

Please replace the paragraph beginning at page 8, line 25, with the following amended paragraph:

~~Finally, in~~ In step 295, the model is evaluated and validated to examine the stability and reasonableness of the model coefficients. For example, the model may be tested using the next several months of data to validate the model. The model estimates of the variables are applied to the next several months of data to compute sales, and are compared to actual sales.

Please add the following new paragraph after the paragraph that ends at page 8, line 29 with "compared actual sales.":

Finally, in step 297, the evaluated and validated model is used to calculate the incremental prescriptions attributable to promotions using the transfer function or impulse-response weight values included in the evaluated and validated model.

Please replace the paragraph that begins at page 9, line 12 with the following amended paragraph:

Previous work done by Helmer and Johansson, and Basara applied the transfer function analysis to studying the promotional lagged effect, but failed to account for other market events and market inputs such as new product launches, new indications approved, positive/negative publicity, product price. As stated previously, this may result in inaccurate estimates of the promotional effects. Others accounted for some of the market inputs but relied on past experience and a "~~trail~~ trial and error" approach to detect the promotional lag structure. The

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"~~trail~~ trial and error" approach is time consuming and past experience may result in biased

estimates because past experience may not be applicable to new promotional vehicles.